



## **Bountiful City is on a Quest for Qualitative Participation**

Connecting with residents to improve quality of life has always been both a priority and a major success indicator for Bountiful City leaders. The challenge Bountiful and other cities face is finding an effective way to make that connection with residents and get the needed feedback in order to make the best decisions possible in a timely manner

Bountiful City has engaged Qualtrics, a software and data collection company, to gather vital feedback and data through online surveys.

“We want real-time information from our residents so we can understand how they’re feeling about important issues.” Mayor Randy Lewis

Resident input has always been a valued aspect of the decision making process. However, wanting input and getting it have often been two very different things.

Historically the data Bountiful City has had to work with frequently came from narrow groups – those with strong enough feelings on an issue to show up to a city council meeting, send an email, or call. Although helpful, Bountiful City leadership knew that these limited views were not necessarily representative of all of Bountiful. Additionally, getting feedback in the past could take months and come too late to be useful.

Recently Bountiful City partnered with Qualtrics to face our data collection issues head-on. Utilizing Qualtrics now makes it easy for us to reach more residents . . . and hear from you.



We invite you to have your voice heard by opting-in to be part of the Bountiful City Research Panel. The short “Opt-In” survey invites you to identify what’s important to you.

**Visit our website to opt in now**

***Our promise to you:***

*Information collected by this and other Bountiful City surveys will be used exclusively for the purpose of gathering information to help Bountiful City improve its services. We will NEVER sell, share, or distribute your personal information to third parties and we guarantee that you always have the choice to "opt out" at any time.*







## Smart Moves by Bountiful City

*Using survey technology to move from I-Q to We-Q*

# We-Q > IQ

A high IQ is good, but the information gathered as we collaborate together is even better!

Utilizing survey technology, Bountiful City can now get the insight we need, when we need it. This new survey platform allows officials to make time-sensitive decisions that affect the lives of our residents in real ways. In addition to receiving timely, accurate information, survey outcomes can be posted directly to our website and shared with all of our residents.

In one of our initial Qualtrics powered surveys, we received well over 1800 responses – this is a wonderful result! The Mayor and City Council are especially enthusiastic about the dramatic increase in citizen interaction through this survey tool.

City leaders invite all residents to opt-in to be part of our Bountiful Survey Research Panel.

**Better Insights • Better Quality of Life**



We're on a

Quest

To gain

Qualitative input

Informing decisions to improve

Quality of life